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Proposals from the Estonian Food Industry Association concerning the European Commission Green Paper “Promoting healthy diets and physical activity: a European dimension for the prevention of overweight, obesity and chronic diseases”.

1. The Estonian Food Industry Association is of the opinion that the main way in which it is possible to educate people and raise their awareness is by carrying out information campaigns aimed at children and young people. Greater attention should be paid specifically to preventive work. The manner in which nutrition is taught in kindergartens and schools should be analysed and changes should be introduced into the curriculum to improve the situation.
2. Emphasis should be placed on social marketing, the aim being to promote a healthy lifestyle on the basis of knowledgeable recommendations. Above all, consumers should be informed of the need to have a balanced diet.
3. The food offered in kindergartens and schools should correspond to the tastes of pupils whilst at the same time following the principles of a balanced diet. Opportunities for analysing food in the canteens in educational establishments should be improved and broadened, as should the monitoring of such canteens.

Yours sincerely,

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